

This listing of claims replaces all prior versions, and listings, of claims in this application.

**Listing of Claims:**

1-34. (Canceled)

35. (Currently Amended) A method for tracking ~~consumer interest in~~ defective styles of garments of a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment, wherein the RFID tag includes style information of its garment;

scanning the RFID tagged garments that are taken to a fitting room of the retail store by a plurality of customers;

~~compiling the style information of the RFID tagged garments that are taken to the fitting room;~~

~~determining, from the compiled style information, consumer interest in a style based on the frequency by which garments associated with the style are taken to the fitting room; and~~

~~reporting the consumer interest to a user~~

scanning the RFID tagged garments that are purchased after being taken to the fitting room;

comparing the RFID tagged garments that are purchased after being taken to the fitting room to the RFID tagged garments that are taken to the fitting room;

determining, from the comparison, RFID tagged garments that are tried on but not purchased;

compiling style information associated with the RFID tagged garments that are tried on but not purchased;

identifying, from the compiled style information associated with the RFID tagged garments that are tried on but not purchased, defective styles having a problem with fit or detailing; and

reporting the defective styles to a user.

36. (Currently Amended) A method for tracking consumer interest in ~~garments of~~ display locations within a retail store comprising:

associating a radio frequency identification (RFID) tag with ~~each garment~~ garments in the retail store;

scanning the RFID tagged garments to determine their display locations on a sales floor of the retail store;

scanning the RFID tagged garments that are taken to a fitting room of the retail store;  
compiling the display locations of the RFID tagged garments that are taken to the fitting room;

determining, from the compiled display locations, display locations that attract greater consumer interest based on the frequency by which garments associated with the display locations are taken to the fitting room; and

reporting the display locations that attract greater consumer interest to a user.

37. (Currently Amended) A method for tracking ~~consumer interest in~~ defective styles of garments of a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment, wherein the RFID tag includes style information of its garment;

scanning the RFID tagged garments that are taken to a fitting room of the retail store by a plurality of customers;

compiling the style information of the RFID tagged garments that are taken to the fitting room;

scanning, from among the RFID tagged garments that are taken to the fitting room, the RFID tagged garments that are purchased;

comparing the RFID tagged garments that are taken to the fitting room with the RFID tagged garments that are purchased;

identifying the RFID tagged garments that are taken to the fitting room but not purchased;

determining, from the compiled style information, ~~style information~~ defective styles associated with the RFID tagged garments that are taken to the fitting room but not purchased; and

reporting to a user the ~~style information associated with the RFID tagged garments that are taken to the fitting room but not purchased~~ defective styles.

38-42. (Canceled)

43. (Currently Amended) The method of claim 36, further comprising ~~moving additional~~  
reporting to the user garments ~~to~~ associated with the display locations that attract greater  
consumer interest.

44. (Canceled)

45. (Currently Amended) The method of claim 44 37, wherein the ~~modifications relate to~~  
defective styles have problems with one of fit and detailing.

46. (Canceled)

47. (Currently Amended) The method of claim 35, further comprising:

scanning the RFID tagged garments to determine their display locations in the retail store  
before the RFID tagged garments are taken to the fitting room; and

reporting to the user the display locations of the garments associated with the defective  
style.

48. (Previously Presented) The method of claim 36, further comprising:

compiling the display locations of the RFID tagged garments that are taken to the fitting  
room and subsequently purchased; and

reporting to the user the display locations of the RFID tagged garments that are taken to the fitting room and subsequently purchased.

49. (Previously Presented) The method of claim 37, further comprising:

scanning the RFID tagged garments to determine their display locations in the retail store before the RFID tagged garments are taken to the fitting room; and

reporting to the user the display locations of the RFID tagged garments that are taken to the fitting room but not purchased.